

OCT15/12 10.32
*** WFTV-TV ***

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 600											
1		600A-700A	30		\$1,875.00	10/22	10/22	1		MON	1
PROGRAM : NEWS											
2		600A-700A	30		\$1,875.00	10/16	10/18	2		TU,TH	2
PROGRAM : NEWS											
CON COM1 : 1X PER DAY											
3		700A-900A	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : GMA											

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : GMA CON COM1: 1X PER DAY	30		\$2,000.00	10/16	10/19	4		TU-F	4
5			900A-1000A PROGRAM : JEFF PROBST	30		\$560.00	10/22	10/22	1		MON	1
6			900A-1000A PROGRAM : JEFF PROBST CON COM1: 1X PER DAY	30		\$560.00	10/16	10/19	4		TU-F	4
7			1100A-1200N PROGRAM : VIEW	30		\$925.00	10/22	10/22	1		MON	1
8			1100A-1200N PROGRAM : VIEW CON COM1: 1X PER DAY	30		\$925.00	10/17	10/19	2		W,F	2
9			1200N-100P PROGRAM : NEWS	30		\$850.00	10/22	10/22	1		MON	1
10			1200N-100P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$850.00	10/18	10/19	4		TH-F	4
11			100P-200P PROGRAM : CHEW	30		\$800.00	10/22	10/22	1		MON	1
12			100P-200P PROGRAM : CHEW CON COM1: 1X PER DAY	30		\$800.00	10/16	10/19	4		TU-F	4
13			400P-500P PROGRAM : DR OZ	30		\$800.00	10/22	10/22	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			400P-500P PROGRAM : DR OZ CON COM1: 1X PER DAY	30		\$800.00	10/16	10/19	4		TU-F	4
15			500P-600P PROGRAM : NEWS	30		\$2,250.00	10/22	10/22	1		MON	1
16			500P-600P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$2,250.00	10/16	10/19	4		TU-F	4
17			600P-630P PROGRAM : NEWS	30		\$3,000.00	10/22	10/22	1		MON	1
18			600P-630P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$3,000.00	10/16	10/19	4		TU-F	4
19			700P-730P PROGRAM : JEOPARDY	30		\$3,000.00	10/22	10/22	1		MON	1
20			700P-730P PROGRAM : JEOPARDY	30		\$3,000.00	10/16	10/17	2		TU-W	2
21			730P-800P PROGRAM : WHEEL CON COM1: 1X PER DAY	30		\$3,000.00	10/18	10/19	2		TH-F	2
22			1100P-1130P PROGRAM : NEWS	30		\$2,000.00	10/22	10/22	1		MON	1
23			1100P-1130P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$2,000.00	10/16	10/19	4		TU-F	4

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24			800P-1000P	30		\$9,250.00	10/22	10/22	1		MON	1
PROGRAM : DANCING												
25			700A-900A	30		\$1,050.00	10/20	10/20	1		SAT	1
PROGRAM : NEWS												
26			900A-1000A	30		\$1,050.00	10/20	10/20	1		SAT	1
PROGRAM : GMA												
27			1200N-1230P	30		\$600.00	10/20	10/20	1		SAT	1
PROGRAM : NEWS												
28			700A-900A	30		\$1,050.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
29			1200N-1230P	30		\$600.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
30			600P-630P	30		\$1,500.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
31			1100P-1135P	30		\$2,000.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
OCT/12 101800.00												
CONTRACT TOTAL												101800.00
TOTAL SPOTS												59

MARKET TOTALS \$178,596 WFTV 57% WKMG 9% WESH 28% WOFL 6% WKCF 0% WRBW 0% CABL 0%
WOPX 0% WRDQ 0% EFTV 0%

SHARES ESTIMATED**

SVC- NSI
DEMOS- RA35+*